

**BEFORE THE
PUBLIC SERVICE COMMISSION
OF SOUTH CAROLINA
DOCKET NO. 2016-249-C**

In Re Application of)
)
SBA DAS & SMALL CELLS, LLC)
)
For a Certificate of Public Convenience)
And Necessity to Provide Resold and)
Facilities-Based Local Exchange and)
Interexchange Telecommunications)
Services Within the State of South)
Carolina and for Flexible Regulation)

Direct Testimony of Patrick Cochran

1 **Q. Please state your name, business address and title.**

2 A. My name is Patrick Cochran, and my business address is 8051 Congress Avenue, Boca
3 Raton, FL 33487. My title is General Manager, DAS & Small Cells, SBA
4 Communications, Inc. (“SBA Communications”), which is the parent company of the
5 Applicant in the above-captioned matter, SBA DAS & Small Cells, LLC (“SBA”).

6 **Q. Please state your qualifications.**

7 A. In my role as General Manager, DAS & Small Cells for SBA, I have personal knowledge
8 of the telecommunications services provided by SBA, SBA’s equipment and network,
9 and of its legal and regulatory status. A summary of my professional experience is
10 attached hereto as **Exhibit A**. In summary, I am a mechanical engineer, and I have been
11 involved in the telecommunications industry and market since 2010, when I was the
12 Founder and President of 180 Logistics, Inc., with a particular specialty in the DAS and
13 small cell segment of the telecommunications industry. In my role as General Manager, I
14 have responsibility for developing, implementing, and leading SBA’s DAS & Small Cell
15 business.

1 **Q. What is the purpose of your testimony?**

2 A. The purpose of my testimony is to present evidence describing the technical, managerial,
3 and financial fitness of SBA to provide resold and facilities-based local exchange and
4 interexchange telecommunications service within the State of South Carolina. This
5 testimony will also describe the service to be provided by SBA. Finally, my testimony
6 will show that the public interest will be served by the approval of SBA' Application.

7 **Q. Are all of the statements in SBA's Application correct and true to the best of your**
8 **knowledge, information and belief?**

9 A. Yes.

10 **Q. Do you wish to incorporate by reference any documents into this testimony?**

11 A. Yes. I wish to incorporate, by reference, SBA's underlying Application filed in this
12 proceeding and its associated exhibits.

13 **Q. Do you ratify and confirm the statements and representations made in that**
14 **Application and all Exhibits attached thereto?**

15 A. Yes.

16 **Q. Has Applicant registered to do business in South Carolina?**

17 A. Yes. SBA received foreign limited liability corporation authority in South Carolina on
18 April 1, 2016. A copy of the Certificate of Authority issued by the South Carolina
19 Secretary of State was attached to SBA's Application in this Docket.

20 **Q. Has anything occurred since the Application of SBA was filed on June 20, 2016 that**
21 **materially changes the representations therein?**

22 A. No.

23 **Q. Please describe the current corporate structure of SBA.**

1 A. SBA is a wholly owned subsidiary of SBA Communications, a Florida corporation with
2 principal place of business in Florida.

3 **Q. Does SBA have the requisite managerial, technical and financial abilities to provide**
4 **the service for which it applied?**

5 A. Yes.

6 **Q. Please describe Applicant's financial abilities.**

7 A. As demonstrated in the financial documents submitted as Exhibit C to SBA's
8 Application, SBA is a cash flow positive corporate entity. SBA will rely, in large part,
9 upon the financial resources of its parent company, SBA Communications, to provide its
10 services in the State of South Carolina. SBA, through its parent, has sufficient capital on
11 hand to commence operations in the State of South Carolina and the company has access
12 to additional capital financing as may be needed to sustain future growth and expansion.
13 SBA's business plan calls for the Company to provide its transport services based upon
14 direct customer demand. Under this plan, revenue from customers will be readily
15 identified prior to any extensive outlay of capital.

16 **Q. Please describe the technical and managerial qualifications of SBA.**

17 A. SBA's management team includes individuals with substantive experience in
18 successfully developing and operating telecommunications business. Consequentially,
19 the Company has the adequate internal technical resources to support its South Carolina
20 operations. Specific details of the business and technical experience of SBA's officers
21 and management personnel were attached to the Application as Exhibit D.

22 **Q. What services will SBA offer?**

1 A. SBA's telecommunications services will be both intrastate and interstate. SBA acts as a
2 facilities-based wholesale transport carrier for wireless carriers and other large enterprise
3 customers. SBA typically provides "RF transport services" using fiber optic technology,
4 over dedicated transport facilities, to provide other service providers with transport
5 options. When it provides service to wireless carriers, SBA will typically rely on a
6 technical platform known as a "Distributed Antenna System," or "DAS." Radio
7 Frequency (RF) transport services are used to transport voice and data communications
8 between wireless capacity equipment (i.e., antennas) and hub facilities. The hub facility
9 can be customer or SBA-provided. Bi-directional, RF-to-optical conversion equipment
10 allows SBA to accept RF traffic from its customer and then send bi-directional traffic
11 transmissions across the appropriate optical networks. At the remote end, SBA or the
12 customer company provide RF-to-optical conversion equipment that allows bi-directional
13 conversion between optical signals and RF signals. RF signals can be received and
14 radiated at this remote node by the customer company. However, SBA is not limited to
15 providing transport service over DAS networks and may provide telecommunications
16 service to other large enterprise customers.

17 **Q. Does SBA intend to offer prepaid debit card services or retail residential local**
18 **exchange services in South Carolina?**

19 A. Not at this time. SBA is aware of the Commission's \$5,000 bond or certificate of deposit
20 requirement associated with prepaid debit card services, as well as the bond requirements
21 of S.C. Code Ann. Regs. 103-607, and will file any such required instrument with the
22 Commission should SBA decide to offer these services in the future.

23 **Q. How will Applicant bill for its services?**

1 A. SBA's customers will be billed according to individual case basis contracts negotiated
2 with each customer. SBA's customers typically are providers of retail wireless
3 telecommunications services (also known as Commercial Mobile Radio Services
4 "CMRS" providers, cellular, or Personal Communications Services "PSC" providers).

5 **Q. How are trouble reports and customer complaints handled?**

6 A. SBA has a toll-free number available for its customers. SBA's toll-free customer service
7 number is (888) 950-7483. Customers may contact SBA 24 hours per day, seven days
8 per week.

9 **Q. Does SBA have offices in South Carolina?**

10 A. No. SBA does not intend to have offices in South Carolina at this time. Accordingly,
11 SBA requests, pursuant to Rule 103-610, that the Commission allow it to keep all
12 applicable books and records at its offices in Florida. In the event that the Commission
13 Staff or the South Carolina Office of Regulatory Staff (ORS) should desire to inspect
14 such books and records, SBA will provide access expeditiously at its own expense.

15 **Q. By what method will SBA keep its financial records?**

16 A. SBA uses Generally Accepted Accounting Principles ("GAAP"). To the extent that the
17 Commission's Rules require the use of the Uniform System of Accounts ("USOA"), SBA
18 requests a waiver in order that GAAP be allowed.

19 **Q. How will SBA market its services?**

20 A. SBA will market its services through a direct sales team that focuses on government and
21 carrier markets. As stated above, SBA's customers typically are "carrier's carriers" that
22 provide retail wireless telecommunications services.

23 **Q. Has SBA obtained authority to provide its services in any other states?**

1 A. Yes. SBA is authorized to provide service in Florida and Michigan.

2 **Q. Please describe the proposed tariff filed by SBA.**

3 A. SBA filed as Exhibit E of its Application the proposed tariff for SBA's RF transport
4 service. The tariff contains the applicable rules and regulations for the provision of such
5 service. I believe that SBA's tariff will comport with all applicable Commission Rules
6 and Orders, and SBA agrees to make all changes suggested by the ORS that may be
7 necessary to comply with applicable authority.

8 **Q. Will SBA provide any equipment or facilities in connection with its services?**

9 A. Yes, SBA's network requires the use of certain RF equipment, which may be either
10 customer or SBA-owned. Generally, SBA's telecommunications service involves
11 handing off a communication signal at locations called "nodes." A typical "node" in
12 SBA's network is located on a utility or a street light pole, and includes a small, low-
13 power antenna. In addition, the node will include equipment for the conversion of RF
14 signals to optical signals, fiber optic lines, and associated equipment, such as power
15 supplies, all of which is owned or leased by SBA. From the initial node hand off, SBA
16 then transports the communication through SBA's fiber optic network, to a distant point.
17 The distant point is typically, but not always, a congregation point for SBA's
18 communications called a "Hub." The Hub is a central location that contains various
19 equipment, which may include such things as routers, switches, and signal conversion
20 equipment. The Hub is typically installed in a building located on private property. In
21 the most typical scenario, at the Hub, SBA hands the communication signal back to its
22 customer. The customer may then route the communication to another location using its
23 own equipment, or the communication may be re-routed back out SBA's network to

1 another “node.” Alternatively, the communications signal may be interconnected with
2 the public telephone network. If the communication is routed back out to another node,
3 at the remote node location, the optical signal is again converted back into a radio signal
4 and delivered to another small antenna for broadcast by SBA’s customer. The RF-to-
5 optical conversion is done by a small unit located near the remote antenna.

6 **Q. Will granting a Certificate serve the public interest of South Carolina consumers?**

7 A. A decision by the Commission to grant SBA authority to provide local exchange and
8 interexchange telecommunications service is in the best interest. The public interest will
9 be served by expanding the availability of competitive telecommunications services and
10 enhanced telecommunications infrastructure in the State of South Carolina, thereby
11 facilitating economic development. Authorizing SBA to enter the telecommunications
12 service market will increase the competitive choices available, and in turn create
13 incentives for all carriers to lower prices, provide new and better quality services, and be
14 more responsive to customer issues and demands.

15 **Q. Who is knowledgeable about SBA’s operations and will serve as the**
16 **Commission’s/ORS’s regulatory and customer service contact?**

17 A. All ongoing compliance matters should be directed to the attention of Edward Roach,
18 Vice President and Associate General Counsel. Customer complaint and billing matters
19 should be directed to Mr. Roach.

20 **Q. What regulatory treatment has SBA sought in connection with this Docket?**

21 A. SBA requests flexible regulation for its local exchange telecommunications services as
22 the Commission first granted in Order No. 98-165 in Docket No. 97-467-C.

1 **Q.** **Will SBA comply with all of the applicable rules, regulations and orders of the**
2 **Commission?**

3 A. Yes.

4 **Q.** **Does this conclude your testimony?**

5 A. Yes.



Patrick Cochran

Operations & Engineering
Executive

Bio



Experience



Education



Contact



Bio

Accomplished Operations & Engineering Leader

Patrick offers a history of success spearheading all facets of enterprise operations & Engineering from start-up company(s) to Multi-billion dollar corporations. By applying strong business acumen, systems acuity, and leadership talents, Patrick is very much at home creating operational centers of excellence.

Most recently (post acquisition of 180 Logistics), Patrick serves as the VP of Engineered Products at Sabre Industries where he is responsible for providing the overall leadership and management of business systems and new product development within the Telecom sector with primary focus on DAS & Small Cell.

He launched his career after his honorable discharge from the military and post nursing duties, as a Mechanical Engineer. Developing specialized rapid deployment mechanics utilized for the military and commercial applications. During this time he established research initiatives utilizing new technologies for manufacturing included advance additive manufacturing processes specifically in Electron Beam melting (EBM) Technologies.

Patrick's academic background includes a nursing degree, advanced studies from UTSA & MIT in Engineering (non-degreed studies), with continued advancement through R&D & supported white papers.



Patrick Cochran

Operations & Engineering
Executive



SBA Communications Boca Raton, FLA

SBA Communications Corporation (SBA) is a leading independent owner and operator of wireless communications infrastructure.

General Manager, DAS & Small Cells

Responsible for developing, implementing and leading SBA's DAS & Small Cell business. Manages the creation of internal processes and systems and leading the business unit to address growing DAS and small cell segment of the wireless infrastructure industry;

- Leads the development and implementation of DAS & Small Cell business
- Oversee contract negotiations and financial modeling for DAS & Small Cell systems
- New business development (strategic partnerships & acquisitions)

August 15– Present

Bio



Experience



Education



Contact





Patrick Cochran

Operations & Engineering
Executive

Bio



Experience



Education



Contact



Experience



Sabre Industries. Raleigh, NC

A turn-key infrastructure provider both in product and services to telecommunication customers globally.

Vice President, Engineered Products

Responsible for all aspects of the company's engineered product development activities with focus on DAS & Small Cell. Provided overall leadership and management for Engineering. Fostering of innovative solutions to address customer needs. Including but not limited to;

- RF engineered solutions, passive & active
- Concealment & structural containment (NEMA)
- Passive Intermodulation (PIM) mitigation
- New business development (strategic partnerships & acquisitions)

April 14 – August 15



Patrick Cochran

Operations & Engineering
Executive

Bio



Experience



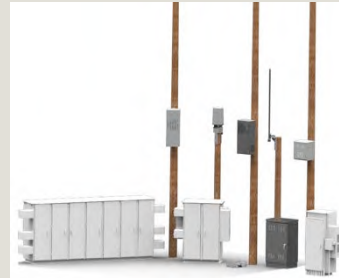
Education



Contact



Experience



180 Logistics Inc. Raleigh, NC

Start-up focused on Products and Services for Small Cell, DAS (distributed antenna systems), and Metro cell within telecommunication sector.

President, Founder

Responsible for all Operations in support of business functions. Ensure growth through new business development and key blue chip relationships. In addition but not limited to;

- Lead process development for new product integration & deployment for DAS & Small Cell
- Created strategic relationships with major OEM's, distributors & public utilities
- Drove 600% growth before successfully negotiating the acquisition of 180 to Kohlberg & Company (parent ownership of Sabre Industries) in April of 2014

2010 – 2014



Patrick Cochran

Operations & Engineering
Executive

Bio



Experience



Education



Contact



Experience



SETD Tactical Engineering. Aberdeen, NC

A rapid employing Research & Development entity

Dedicated to the exploration of current and future emerging products.

Vice President, North American Operations

Responsible for generating new revenue based on developing programs supporting the military. Including but not limited to;

- Implemented automated rapid manufacturing process including material development for IN718 through the use of EBM process parameters
- Developed strategic relationships to support DARPA AMCOM MDF initiative
- Developed direct access systems to support the US Marines & Special Operations community
- Co-authored white papers for ONR on directional energy array for counter IED operations

1996 – 2007 (contract engineer), 2007 – 2012



Patrick Cochran

Operations & Engineering
Executive

Experience



○ ER Nurse, Miami, FL - Pinehurst, NC

Emergency Room Nurse, *Level 1 – 2 Trauma centers*

Licensed in Florida & North Carolina. Duties included but not limited to;

- provided emergency care
- Responsible for directing & coordinating nursing care based on nursing practice standards
- Implemented emergency medical services based on algorithms & standing orders
- Process of assessment-nursing diagnosis-planning

1994 – 1996

Bio



Experience



Education



Contact





Patrick Cochran

Operations & Engineering
Executive

Education

Mechanical Engineer, Licensed Nurse – St. Phillips College, UTSA and continued education at MIT.

Extensive Military Training during active duty

Active duty Military 1985-1990 Honorable Discharge



Bio



Experience



Education



Contact





Patrick Cochran

Operations & Engineering
Executive

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- 🏠 Snail: 8051 Congress Ave Boca Raton, FL 33487

Bio



Experience



Education



Contact



BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 2016-249-C

IN RE:

Application of SBA DAS & Small Cells,
LLC for a Certificate of Public
Convenience and Necessity to Provide
Resold and Facilities-Based Local
Exchange and Interexchange
Telecommunications Services Within the
State of South Carolina and for Flexible
Regulation

CERTIFICATE OF SERVICE

This is to certify that I have caused to be served this day the **Direct Testimony of Patrick Cochran** via electronic mail service as follows:

C. Lessie Hammonds
lhammon@regstaff.sc.gov

Margaret M. Fox
M. John Bowen, Jr.
pfox@mcnair.net
jbowen@mcnair.net

s/John J. Pringle, Jr.

July 18, 2016
Columbia, South Carolina